

## **MDD VIDEO SCRIPT**

**PROJECT TITLE:** CarMax Employment Center

**DATE:** 11/12/99

**PRODUCER:** Jen Mueller

**DRAFT VERSION:** 4 FINAL

### **CLIENT APPROVAL (Final Draft Only)**

Initialing indicates client has obtained script approval from everyone who will review this project.

Date \_\_\_\_\_ Initial here \_\_\_\_\_

Please list those involved in the approval process:

### **Objectives:**

1. This video will answer the frequently asked questions interviewees have about CarMax before their interview for employment.
2. This video will give an overview of what CarMax is and its philosophy
3. This video will entice potential interviewees to apply for employment.

CarMax Employment Center Loop

Estimating that each segment (with the exception of the 4 career paths) is around 2 minutes long, plus the commercials, bumpers and factoids would take us to a 17 minutes loop. (This does not count the additional commercials and/or factoids we can add throughout to make the loop different each go-around)

I think this would definitely come close to 20 minutes, given that the Career Paths segment will probably exceed 2 minutes. This, from what I gathered from the HR conference call, would be an appropriate length.

Keep in mind while reading that my concept for the graphics of this video is to incorporate familiar highway and street signs and other objects one encounters when driving. You will notice a lot of graphics with signs that will reflect the message in a humorous or somehow appropriate way. I will probably manipulate some of the signs so they say what I want them to say instead of what they say in real life.

Video	Audio	Additional Thoughts...
<p><i>Fade from Black</i></p> <p>Main Bumper #1: Close up of a traffic signal. Signal is red. (see vo)</p> <p>Red light turns green and we speed off to Carmax. (speed up the footage so it looks like we're going really really fast) end on shot of CarMax building.</p> <p>Dip to black</p>	<p>Voice-over</p> <p>“Feel like you aren’t getting anywhere?”</p> <p>Wheels screech, engine revs and hums</p>	<p>This will be a segue so that the loop can start over – tying in with a bumper midway through. It’s just there to make the video more interesting and less formulaic. A recruitment commercial of sorts. It should make the audience feel that they should go to CarMax if they aren’t getting anywhere in their career. Will blend nicely with the next segment.</p>
<p>Dip from black</p> <p>Graphic: “CarMax - Now Hiring – Inquire Within” over footage of CarMax door opening up (stock); continues walking inside</p> <p>DISSOLVE TO</p> <p>-montage of shots of Associates doing all kinds of jobs around CarMax (stock);</p> <p>- keywords about the opportunities available at CarMax float through the shots</p> <p>“new”, “competitive”, “flexible”, “casual dress code”, “opportunities”,</p>	<p>Very cool theme music</p>	<p>1<sup>st</sup> Segment (Hype it up)</p> <p>CarMax Recruitment Introduction.</p> <p>Gives the audience a good visual experience of CarMax, especially if they’ve never been to one – they can see that it’s different than other car dealerships, in very good ways.</p>

“advancement”, “different”, “fun” dip to black		
Dip from black Factoid 1: Graphic: Stop sign in the background with the following words over it “Did You Know ...that CarMax opened in 1993, and is a Circuit City company?” dip to black	Narrator reads the graphic aloud. Music underneath.	These factoids break up any monotony and can help us answer some FAQs. I think they should be as impressive as possible, so help me out if there is something more interesting to point out. I’m trying to keep in mind that the audience may know nothing about CarMax.
Dip from black – Go to a current CarMax Commercial (#1) Dip to black	Need current commercials – talk to Laura Donohue	
Dip from black Graphic: “The CarMax Way” over a one way sign (pointing right) dip to black	Cool music starts up again Music keeps going, under VO	Intro to 2 <sup>nd</sup> segment – the Philosophy and History of CarMax

<p>Graphic: A fake Resume with CarMax at the top – words are out of focus except for the Objective line which says “Offer people... no-haggle prices.” (zoom in on those words when appropriate)</p> <p>Cut to CC footage of the store, customers interacting with sales associates.</p>	<p>Before you give us your resume, take a look at ours! Our “objective” here at CarMax is to offer people a hassle-free way to buy high-quality cars, at low, no-haggle prices. This innovative idea came from years of research done at Circuit City, our parent company. Used car sales presented an opportunity for Circuit City to diversify and put its long, distinguished history of providing exceptional customer service to work in this industry. By listening to what customers told us about what they liked, and didn’t like, about buying cars we knew what they were looking for - and in 1993 created CarMax, the new and used car Superstore.</p>
<p>Close up of sales consultant listening to a customer.</p> <p>Cut to CarMax exterior</p>	<p>CarMax redefines the image of used car lots. We’re a professional retailer that brings a breath of fresh air to the automotive industry. It’s an exciting time, and CarMax is right in the middle of the excitement!</p>
<ul style="list-style-type: none"> <li>-Wide shot of the CarMax lot</li> <li>-Wide shot of the showroom</li> <li>-Sales Consultant smiling while</li> <li>Talking to a customer</li> <li>-more beauty shots of CarMax</li> <li>-shots of associates working</li> </ul>	<p>It’s new! It’s different! It’s inviting! Not only for our customers, but for our associates too! CarMax redefines the workplace. At CarMax, you’ll find a unique environment that encourages associates to excel in their careers <i>and</i> to have a good time doing it.</p>
<p>Circuit City Sales Counselor talking to a customer</p> <p>DISSOLVE TO CarMax Sales Consultant talking to a customer</p> <p>DISSOLVE TO Graphic: (using a U-turn sign) “Great Customer Service Skills? We need U at CarMax”</p> <p>Dip to black</p>	<p>The guiding principle of providing exceptional customer service has made Circuit City a national leader in electronics retailing and CarMax tops in national used car sales. Even though we’ve had great success, we need people who are going to help provide that exceptional service to our customers.</p>
<p>Music comes up under the graphic</p>	
<p>Dip from black</p> <p>Factoid 2:</p>	<p>Narrator reads the graphic aloud.</p>

\* intentionally stopped here!